

FREDERICK LOESER & CO.

BROOKLYN ADVERTISEMENTS.

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FREDERICK LOESER & CO.

Furnishings for Men.

Never Such Extraordinary Offers.

On Second Floor.

Men's \$4.00 House Coats at \$3.00.
Men's \$5.00 House Coats at \$3.50.
Men's \$6.50 House Coats at \$4.50.
Men's \$7.50 House Coats at \$5.95.
Men's \$10.50 House Coats at \$7.35.
Men's \$13.50 House Coats at \$10.35.
Men's \$4.00 Bath Robes at \$2.95.
Men's \$5.00 Bath Robes at \$3.45.
Men's \$7.50 Bath Robes at \$4.95.
Men's \$7.50 Bath Robes at \$5.75.
Men's \$10.00 Bath Robes at \$7.50.
Men's \$11.50 Bath Robes at \$8.50.
Men's \$13.50 Bath Robes at \$10.00.
Men's \$16.50 Bath Robes at \$12.50.

50c. SCARFS AT 25c.—Four-in-hand and tecks in fancy silks, black and polka dot.

BOYS' FURNISHINGS, RIGHT NEAR—

50c. suspenders in separate boxes, for 25c.
75c. suspenders of fine webbing in separate boxes for 50c.
50c. scarfs at 25c. Several shapes, all the good ones. Best silks and best make.

Boys' full dress protectors, \$1.25 quality at 90c. This just to introduce these to the boys.

AT FULTON ST. DOORS—

150 fancy figured and striped shirts for 95c., pleated or plain bosoms; real winter shirts.

Men's scarfs, 50c. for real \$1.00 kinds; four-in-hand, tecks, puffs and all the smaller shapes. \$1.00 for \$1.50 kinds, variety very large.

At \$1.50 and \$2.00—English squares and all the good shapes in silks, most luxurious.

Men's silk suspenders, \$1.00 kinds for 50c.—Each in a beautiful gift box; all selections.

Men's Sack Suits.

\$10.50 Instead of \$16.50 to \$20.00.

Second Floor, New Extension.

Just a hundred and fifty suits, and the men who share in this offering will be lucky. A better suit value has never been offered. The suits are all hand tailored, very snappy and stylish in appearance, shaped shoulders, close fitting collars, graceful fitting backs, with the long collar and lapels. Suits that are correct in every detail. The materials are mixed chevrons and cashmere, in medium and dark colors; sizes are 34 to 44, including stout and slim.

Men's Tuxedo Coats, dress wear, silk lined, \$15.00.
Full dress coat and vests, dress wear, silk lined, \$27.50.
Dress trousers, \$6.00.

ABOUT ONE HUNDRED Rainproof Coats and Mackintoshes at half prices—broken lots and sizes. Any man, if he can be fitted, will find these a genuine bargain.

Startling Holiday Silks.

75c. for \$1.50 Black Satin Crepe de Chine.
On account of some slight imperfections made by the dye and finisher we offer this lot of real \$1.50 quality black Satin Crepe at 75c. yard.

79c. for \$1.25 Colored Peau de Cygne.

This is an elegant quality of all silk Peau de Cygne, 22 inches wide, white, ivory, cream, blue, rose, red, black, turquoise, old rose, pearl, porcelain, rose, lilac, silver, tan, brown, cardinal, navy and black.

69c. for \$1.00 Moire Velours.

A regular \$1.00 Mousseline Moire Velour, plain and with satin stripe, evening, street shades and black.

Waist, Skirt and Dress Patterns 1-3 to 1-2 Off.

We have 3,000 of these newly boxed for the holidays at \$1.50 to \$10.00 each. BLACK TAFFETA SILKS at 59c., 69c., 79c., 89c. and \$1.00 yd; 21 to 27 inches wide—real value 75c. to \$1.25, and they are guaranteed.
PRINTED SATIN FOULARDS. First opening of the new styles for 1903. Worth seeing.

Black and Colored Velvets.

BLACK SILK FACED VELVET at 75c. for regular \$1.25 kind. Rich feather black, only 1,000 yards.
COLORED SILK FACED MIRROR VELVETS at 69c. instead of \$1.25. 700 yards of these reduced to 69c.

Black and Colored Dress Goods.

Dress Lengths for Holidays.

Second Floor.

Any of these will be neatly boxed free of charge whenever desired. The prices, you will see, are extraordinary.

Dress lengths black Sicilian, \$2.73; value \$3.50.
Dress lengths black canvas voile, \$3.43; value \$4.50.
Dress lengths black basket cheviot, \$3.48; value \$6.00.
Dress lengths black cheviot, \$2.94; value \$4.50.
Dress lengths black cheviot, \$3.54; value \$6.60.
Dress lengths black camel's hair, \$4.50; value \$7.50.
Dress lengths black Venetian, \$4.13; value \$5.95.
Dress lengths black twine voile, \$4.50; value \$6.00.
Dress lengths black novelties, \$6.98; value \$10.50.
Dress lengths black broadcloth, \$7.50; value \$10.50.
Dress lengths black broadcloth, \$9.00; value \$15.00.
Dress lengths navy Sicilian, \$2.73; value \$3.50.
Dress lengths navy canvas voile, \$3.43; value \$4.50.
Dress lengths Venetian, all colors, \$4.13; value \$5.95.

Umbrella Suggestions.

Some Extraordinary Values.

And what a fine present to a man or woman either one of the values will make! Prices to suit all purses.

At \$2.98 Instead of \$5.00.

Men's 28 inch Yarn dyed Union Silk Taffeta, cases and tassels, best frames and rods. Handies are French horn, sweeps, ash, box and furze, natural. Best wearing umbrella made. Ladies' All-Silk Serge, All-Silk Taffeta and Yarn dyed Taffeta, all very close rolling, best frames and rods, cases and tassels; innumerable styles in fancy handles.

At \$4.98 Instead of \$7.50.

A handsome collection of silk Umbrellas in a variety of exclusive style handles. Women's are 26 inch and Men's 28 inch.

At \$5.49 Instead of \$8 to \$9.

Men's 28 inch and Women's 26 inch, of heavy all silk selvage. The handles are all the popular and new styles of the season. Something in the lot sure to please every one's fancy.

Frederick Loeser & Co.

BROOKLYN.

Nine Days More of Christmas Wonder.

Never Such a Focus of Opportunities



Though we are constantly making great enlargements and betterments to our store, all with the object of making your visits here more pleasant, more convenient, more comfortable and more profitable, we will never permit them to cast an illusion about the merchandise itself. It is the merchandise that does and always has stamped the character of Loeser's. And there is no time like Christmas when merchandise needs to be exactly as represented. You certainly want to feel that anything you give away carries with it the character of genuineness.

Loeser's is the most satisfactory place in the world to shop, and no year has given such opportunities as we are offering these holidays. Come early, it's the easiest time.

Toys Cheaper Than Anywhere Else.

Basement—Three New Exits to Elm Place.

This is the most practical toy store in the whole city and you can positively buy toys cheaper here than at any other store in Greater New York. Every hour is making this fact the wider known and the crowds are increasing. Come before the last days and you will save time as well as enjoy the shopping more. Here are some hints—but, by the way, compare our dolls with those anywhere. Enough said.

Magnetic Toys put up in neat glass covered boxes containing fishes, alligators, ducks, frogs, boats, etc. All will follow the magnet through the water.

12c. instead of 19c.
19c. " " 25c.
39c. " " 50c.
69c. " " 99c.
89c. " " \$1.15
\$1.19 " " 1.60

Mechanical tin toys.
Birds in cages.
Bootblacks.
Crawling lobsters.
Clothes.
Santa Claus.
Acrobats.
Windmills.
Sawmills.
Musicians.

At 13c. instead of 25c.

to

\$3.49 instead of \$6.98.

29c. instead of 49c.

69c. " " \$1.00.

Butterflies.
Dolls.
Locomotives.
Magic boxes.
Automobiles that run by steam and clock work.
All at half price.
Wine sets for doll house decoration.
29c. instead of 49c.
69c. " " \$1.00.

Most Important Piano Offer Yet.

Here Are Prices That Are Revolutionary.

Our Piano business has grown to such proportions that it has become necessary to make important changes in order to prepare for future expansion. We cannot enter into details at this time, but will say that a large addition to present warehouse space, necessitating a remodeling of a large portion of the fourth floor in order to properly display new stock and the securing of a three story fifty foot front building in our vicinity to accommodate our repair shop, where the hundreds of pianos taken in exchange and those returned from rentals may be put in perfect order, and for the storage of surplus new stock.

We figured that these changes could be made without interfering with our regular routine, but we find that used and second hand pianos are accumulating far beyond our present storage capacity, therefore something must be done to relieve the situation. We know this stock would have to be disposed of in January at a sacrifice. It has occurred to us that inasmuch as a sacrifice must be made why not make it before Christmas, as a sort of Christmas gift, so to speak? This has been decided upon: we therefore present an array of piano values that will clear our floors of surplus stock and give us working room for the improvements to be started immediately after Christmas.

The stock has been gone over carefully, and all showpiece, slightly used, discontinued style and second hand pianos have been reduced in price to figures that seem ridiculous.

The Loeser guarantee is behind every piano offered.

Look the list over carefully. You are bound to find what you want.

Upright Pianos, \$100 each. Terms \$10.00 cash, \$6.00 monthly.

Engel & Co., large size; cost new \$350, for \$100.

Fischer, large size; cost new \$350, for \$100.

Upright Pianos, \$125 each. Terms \$10.00 cash, \$6.00 monthly.

Wheelock, medium size, mahogany case; cost new \$350, for \$125.

Gross & Co., large size, mahogany case; cost new \$350, for \$125.

Biddle, large size, walnut case; cost new \$275, for \$125.

Upright Pianos at \$150 each. Terms \$10.00 cash, \$6.00 monthly.

Leicht & Co., medium size, walnut case, slightly used; cost new \$200, for \$150.

Ricca & Son, large size, mahogany case; value \$225, for \$150.

Ricca & Son, large size, walnut case; value \$225, for \$150.

Schiller, medium size, mahogany case, slightly used; cost new \$220, for \$150.

Schiller, medium size, walnut case, slightly used; cost new \$220, for \$150.

Upright Pianos at \$175 each. Terms \$10.00 cash and \$6.00 monthly.

Singer, large size, Hungarian walnut case, mandolin attachment; value \$200, for \$175.

Richmond, large size, mahogany case, slightly used; value \$245, for \$175.

Upright Pianos at \$185 each. Terms \$10.00 cash, \$6.00 monthly.

Richmond, large size, mahogany case, carved panels, slightly used; cost new \$245, for \$185.

Richmond, large size, mahogany, plain panels, slightly used; cost new \$245, for \$185.

Richmond, large size, Circassian walnut case, carved panels, slightly used; cost new \$245, for \$185.

Richmond, large size, golden oak case, like new; cost new \$245, for \$185.

Upright Pianos at \$200 each.

Heiler & Co., large size, mahogany case, plain or fancy panels; sold in many cities at \$250, for \$200.

Heiler & Co., large size, walnut, plain or carved panels; sold in many cities at \$350, for \$200.

UPRIGHT PIANOS AT \$215 EACH.

Early in November we contracted with MESSRS. R. S. HOWARD & CO., of New York, for a number of Pianos in two sizes, stock to be delivered December 1. One of the sizes Messrs. Howard & Co. cannot finish for December delivery. We have therefore instructed them to make the entire order for one style, the medium size, in walnut and mahogany casing, same to be delivered at the rate of eight a day until the order is filled. This entire lot goes on sale at \$215 each. Sold throughout the country at from \$250 to \$300.

2 SMITH & BARNES, large size, mahogany case, slightly used; value \$215, for \$215.

Upright Pianos at \$215 each. Terms \$10.00 cash, \$6.00 monthly.

SMITH & BARNES, large size, walnut case, showpiece; regular \$265, for \$215.

1 SCHILLER, large size, mahogany case (used); regular \$250, for \$215.

1 SCHILLER, large size, walnut case (used); regular \$250, for \$215.

Upright Pianos at \$225.

4 Smith & Barnes, large size, mahogany case, showpiece; regular price \$280, for \$225.

1 Smith & Barnes, large size, walnut case, showpiece, \$280, for \$225.

Upright Pianos at \$235.

Heiler & Co., large size, Flemish oak case of massive design; sold throughout the country at \$300, for \$235.

Upright Pianos, \$250 each. Terms \$10.00 cash, \$6.00 monthly.

Smith & Barnes, boudoir size, in mahogany, walnut or oak cases.

Schiller Uprights, large size, mahogany or walnut cases.

Upright Pianos, \$260 each. Terms \$10.00 cash, \$6.00 monthly.

Heiler & Co., large size, mahogany or oak cases, extra heavy, massive design; sold throughout the country at \$300 and \$325, for \$260.

Upright Pianos at \$265 each. Terms \$10.00 cash, \$7.50 monthly.

Smith & Barnes, large size, mahogany, walnut or oak cases.

Upright Pianos at \$280 each. Terms \$10.00 cash, \$7.50 monthly.

Smith & Barnes, large size, extra fine finished cases in mahogany or walnut.

Pianos selected now will be delivered Christmas Day if desired.

A visit of inspection is cordially invited.

Piano Waterrooms, Fourth floor.

The Holiday Slippers

For Men and Women.

A Morris chair and a pair of slippers, and there's no place like home for the man. A woman prefers a rocking chair. Our stock of slippers was never better. For this last full week before Christmas we have greatly augmented our stock, and nowhere will you find such excellent quality slippers at such particularly low prices.

AT \$1.50—Men's black and tan vic kid slippers, hand sewed, willow calf slippers, kid lined.

AT \$2.90—Men's tan and black vic kid slippers, hand sewed, willow calf slippers, kid lined, hand sewed.

AT \$2.90—Men's black goat cavalier slippers, the latest style slipper for men.

AT \$3.50—Men's monkey skin and Mexican burnt leather slippers, kid lined, hand sewed.

AT \$2.00, BLACK; TAN, \$2.25—Men's tan and black vic kid slippers, hand sewed, willow calf slippers, kid lined.

Men's and women's eiderdown slippers, leather soles; men's colors, red and gray, 85c.; women's colors, pink, blue, red and gray, 95c.

AT \$1.00—Women's Alfred Dole slippers, high and low cut, red and black.

AT \$1.75—Women's velvet Romeo slippers, fur trimmed in black, red, dark green and purple.

Why Not a Watch?

Never were watches to be bought for so little. And remember, the Loeser name stands back of every watch we sell. The Watch Store to-morrow will experience a busy day with such values as these:

Men's 20 year, gold filled, open face, plain polished case, screw back, Waltham or Elgin movements; regular \$9.75, now \$9.50.

Men's 20 year, gold filled, same style as above, thinner model, large dial, regular \$11.25; now \$9.25.

Men's 20 year, gold filled, hunting case, engraved or engine turned, Waltham or Elgin movements; regular \$13.98, now \$11.98.

Men's 14 kt. gold, open face, plain polished case, Waltham and Elgin movements; regular \$22.75, now \$18.75.

Men's sterling silver hunting case, engraved or engine turned, Waltham or Elgin movements; regular \$9.00, now \$7.50.

Women's 20 year, gold filled, open face, plain polished case, Waltham or Elgin movements; regular \$11.70, now \$9.50.

Women's 20 year, gold filled, hunting case, engraved or engine turned, Waltham or Elgin movements; regular \$12.98, now \$10.98.

SHOP EARLY.

A Clergyman's Suggestion for Practical Christianity at this Season.

The Rev. Dr. Lancelot Townsend, rector of All Angels Church at West End Avenue and Eighth Street, has a congregation whose members are rather fond of the very plain manner in which he speaks to them.

Last Sunday, for example, in making his announcements he said, substantially:

"I wish to make a request of the women of this congregation which may seem at first out of place, but I think you will agree when I have made it that it is altogether proper. I want to ask you to do your shopping in the next two weeks before 5 o'clock in the afternoon."

"This is the season when you are preparing for the season of good cheer. It is right that you should make such preparations for the season as your means and inclinations may allow."

"Do not remember that there are many who do not enjoy your privileges. I mean more particularly the thousands of women and girls who are employed in the markets and shops of this great city."

Our Oriental Rug Sale.

Rare Importations at Remarkable Prices.

Interest in this greatest of all Oriental rug sales seems to increase rather than diminish as the sale progresses.

It is a most beautiful collection of rugs, representing the best and choicest products the far East has ever sent to this country.

The sale embraces all the most practical sizes, from the largest to the smallest useful creations.

Some beautiful specimens of modern Persian Carpets, notably the Kirmanshah, Meshed and the Goerevan, and some of the finest Afghan Antique Carpets we have ever shown, all being practical sizes and the very kinds that find welcome in any home.

Among the Antique Iran Rugs are the Serebend, Feraghan and Murghab, of interest to every art lover. Exquisite specimens of Kirmanshah and Tabriz Rugs and delicate design and color creations in Anatolian and Sultanabad silk Rugs.

The harmonies of color and designs have never been excelled and just to see this collection will be a treat to any Rug connoisseur.

Here are a few hints of the prices, all very much below the regular cost of similar qualities:

Shirvans at \$12.00. Shirvans at \$13.50.

Shirvans at \$17.50. Large Mosouls at \$15.00. Irans, \$18.00 to \$35.00.

Silk Persians, \$195.00 and \$210.00. Beloochistans, \$17.00 to \$26.50.

Silk Anatolians, \$72.50. Hall Runners, \$22.50.

Fine East India Carpets.

12x24 9.0 \$100.00 12x18 11.3 \$145.00

14x20 8.0 \$120.00 13x10 10.1 \$145.00

13x20 7.7 \$135.00 16x24 9.1 \$170.00

Turkish Carpets.

10x7 9.0 \$65.00 13x10 10.0 \$110.00

10x11 7.0 \$68.00 15x11 5.5 \$145.00

12x9 9.0 \$85.00 21x9 9.0 \$155.00

We also place on sale to-morrow about 800 best quality

All-wool Smyrna Rugs

at the following sizes and prices:

About 18x26 inches, regularly \$1.15, at 65c.

" 21x45 " " \$1.75, " \$1.15

" 26x54 " " \$2.50, " \$1.60

" 30x60 " " \$3.00, " \$1.85

" 36x72 " " \$4.45, " \$2.75

Enamelled Iron Bedsteads 1/3 Off.

Fancy Colored, and 45 Kinds for Choice.

This is one of the best enamelled iron Bedstead offers we have given this year. The patterns are all newest and prettiest—shades of pink, blue, green, helio and black—can match the trimming of almost any room.

Prices are \$5.35 to \$15.25.

Prices were \$8.00 to \$23.00.

Morris Chairs at Big Saving.

And a Morris Chair is always a comfortable Christmas gift. There are both oak and mahogany finish, neatly designed frames, good finish and fitted with reversible velvet cushions—two styles:—

\$7.45 for the \$9.50 kinds.

\$9.35 for the \$11.50 kinds.